

Impact of TikTok Usage into Micro-Fame Among Teenagers

Siti Mardhiyyah Binti Mohd Fauzi¹, Nur Aziemah Mohd Azman^{2*}, Ahlam Abdul Aziz³

Faculty of Communication and Media Studies, Universiti Teknologi Mara, 40450 Shah Alam Selangor
diyahfauzi97@gmail.com¹, nuraziemah2753@uitm.edu.my^{2*}, ahlam@uitm.edu.my³

**Corresponding Author*

Abstract: The short video app TikTok app debuted in 2016 and its peculiarity allows it to quickly amass a big number of users, causing the shortvideo business to expand even more. TikTok's main subscribers are among teenagers and young adults, where most contents are created between 15 to 60 seconds per video. Hence, the research objectives in this concept paper are, (1) to investigate the impact of TikTok usage into micro-fame among teenagers and (2) to conduct a primary research constructed on content analysis of parent's and users' opinion about TikTok usage into micro-fame. TikTok have both negative and positive impacts towards teenagers; in particular the micro-fame that they achieved. In this concept paper, the researcher will employ qualitative analysis in content analysis to gather the feedback from parents and users of TikTok application. This concept paper highlights how TikTok usage gives impact towards teenagers in negative and positive ways and also their knowledge about micro-fame.

Key words: *TikTok, impact, micro-fame, teenagers, usage, social media*

INTRODUCTION

TikTok was introduced to the social media market in September 2016 and immediately played the main job in the universe of social sharing. With a beam of celebrities rapidly adding their profile to the stage, the media turned into a wellspring of fascination for youngsters and youthful grown-ups around the world. TikTok can be portrayed as a stage where individuals can make recordings of between 15 to 60 seconds. These recordings then, will be played on loop until the viewer decide to move to the following video. Users are also able to combine videos with other user which then produce a 60 seconds clasp. Video produce can also include music tests, filters, speedy cuts, stickers, and other additional items [1].

TikTok app debuted in 2016 and due to its peculiarity, it quickly amass a big number of users. This cause the short video business to expand even more. Xiao [2] highlighted, the advent of short video apps such as micro-vision, second beat, and meipai in the second half of 2013 widened the market for short video applications in China. The uniqueness of TikTok application, provides the best in terms of meeting user name needs and requirements, human-computer interaction, interface design, UGC and OGC models for content creation, PGC, and micro-

narrative models for content. Qi [3] has stated that the influence of social media shows both positive and negative factors. With the changes in the education system, students suddenly began to use social media as a source of information. In September, TikTok outperformed Facebook, Instagram, YouTube, and Snapchat as 'The App of The Month'.

TikTok turned out to be so well known because of its 500 million overall dynamic clients and 6 million US downloads as of November. TikTok, which is like web-based media applications; such as Snapchat, Vine, and Dubsplash; is filled with fame since it gives more choices to content creators. TikTok has a 4.6 rating in the Google Play Store, making this application exceptionally qualified for joining Artificial Intelligence and picture catch [4]. Primary data for this concept paper was assembled through review given by an all the TikTok's user and the parent's feedback on TikTok especially teenagers. Regardless, numerous users misuse this application, giving TikTok a stage of more negative than constructive outcomes.

RATIONAL OF STUDY

This research is conducted to study the impact of TikTok usage on micro-fame among teenagers. TikTok is one of the most downloaded social media applications and its users are among teenagers. Adding on to their addiction towards smartphone technologies, micro fame has become a new trend among teenagers. They turn to social media applications such as TikTok to gain attention and online recognition. Although this may be a good thing in terms of boosting self-confidence and motivation, it can also be a platform that promotes cyberbullying, which can be a factor that leads to depression among teenagers.

PROBLEM STATEMENT

This short video-sharing application has attracted the attention of billions of people, and it will take longer for more mature social media applications (such as Facebook and Instagram) to gain a foothold. It turns out that comedy or teaching science is a huge success for today's teenagers, and the app has spawned a new generation of real-life celebrities who can entertain people in less than a minute. TikTok provides a platform where anyone can become a star, as long as they have a combination of so-called appearance, talents, and preferences. Since TikTok is built entirely based on the user's knowledge and understanding, the app is not only used as a social network but also focuses more on user innovation and allows users to easily convey their imagination. So, what is the impact of TikTok? TikTok affects negatively, not positively.

An article published in The New Indian Express (The New Indian Express, 2019) reported that in December, the Tamil Nadu State Assembly received 104 reports related to TikTok bullying, bullying, and addiction. In another article in the Economic Times (2019) the Indian courts decided to ban the download of the TikTok application because of pornographic and inappropriate content. In 2019, India has accumulated 88.6 million of TikTok users regardless of their inappropriate content. Young people have shown a trait of addiction to TikTok or other similar applications. The Madras Supreme Court has also compared TikTok with the Blue Whale Challenge, which prompted teenagers to commit violence and self-harm.

Research Objectives

The following research objectives were established to aid in this concept paper of this topic:

RO1) To investigate the impact of TikTok usage on micro-fame among teenagers.

RO2) To conduct primary research constructed on content analysis of parent's and user's opinions about TikTok usage into micro-fame

LITERATURE REVIEW

The impact of TikTok usage on micro-fame among teenagers

The positive result is that TikTok provides an educational opportunity where teachers can use the application as a tool in the classroom to illustrate an idea or example that will easily work for students in the school [5]. The place where TikTok can have a positive impact is charity, where users share videos with #ARtag#CreateforaCause's Christmas AR filter and donate \$2 million to charity when users post the video. Benson, Khloe Kardashian, Nick Jonas, Vanessa Hudgens, Nina Dobrev, and Celaya Seraya combined the application to attract people's attention to the campaign [6].

Over time, previous generations began to pay attention and found that this new form of social interaction gives a negative impact, but in the case of TikTok, adults and middle-aged people are the main problems, and so are people who abuse the platform. In interviews with teenager users, it is found that a vast majority of seniors who seek sexual services for young people have contacted them through the application. Although TikTok's trend is somewhat suspicious, the teenagers seem to have adjusted their expressions, while the older generation is struggling to distinguish between harmless games and sexual invitations [7].

TikTok's young content creators see the platform as a way to gain exposure. They are ecstatic when people enjoy and remark on their video content. This increased notoriety can certainly boost their confidence. Because most TikTok content creators act in their videos, they become more mindful of how they are being portrayed. However, the benefits of the TikTok micro-fame are not without drawbacks. TikTok viewers frequently abuse content producers because of their skin color, race, accent, fashion sense, talents, and so on. Other TikTok users' remarks

can be rude and downright disrespectful at times. Young ladies, in particular, are more likely to be subjected to obscene and objectifying remarks on the platform [8].

This is why parents must keep a tight eye on youngsters who have been using TikTok to demonstrate his or her talent. Teen content creators should be instructed on how to use the video-sharing application safely. A 23 years old boy committed suicide in the Indian state of Tamil Nadu in October 2019, reportedly because he was teased for dressing up as a woman in a TikTok video. According to Tamilnadu news sources, there has been an upsurge in TikTok related TikTok-related harassment and bullying. A young person who already has mental health concerns may experience stress and worry if he or she is subjected to unintended or targeted abuse or harassment on TikTok.

TikTok, like many other social media platforms has assisted hundreds of thousands of young people in realizing their aspirations of becoming singers, comedians, dancers, actresses, and so on [9]. For many of them, it has become a reliable source of money as well as a stepping stone into the entertainment business. At the same time, many others have had little to no success on the platform. Several research has been undertaken over the last two years to better understand TikTok's impact on the younger generation, especially among teenagers.

Level of TikTok usage among teenagers

Like other media applications, TikTok's business model has two main components: users and advertisers. TikTok users' app transactions and advertisements generate revenue. It is important to note that users can download and use this application without paying. However, TikTok will group users' income based on the data they get from you [10]. The latest statistics show that there are 500 million active TikTok users worldwide every month. The top application is reviving the popularity of short video snippets, and it's now even more interactive, collaborative, and addictive. TikTok just topped Facebook, Instagram, Messenger, and Snapchat in App Store and Google Play downloads. It had the best quarter of any app ever in Q1 2020, with 315 million downloads tempting and hooking users with a predilection for binge-watching video material especially alluring when worldwide audiences are trapped at home due to COVID-19.

TikTok scores rather high in terms of time spent on social media sites, with an average of 45 minutes spent on the app every day. In comparison, Android users among Malaysian youth spend 53 minutes on Instagram, 58 minutes on Facebook, and 49.5 minutes on Snapchat. TikTok's new user growth appears to have been accelerated by the Coronavirus stay-at-home directive. TikTok set a new milestone with over 115.2 million installs in the month of March 2020. In comparison, Instagram only averaged 111.5 million downloads each quarter in 2019.

Micro-fame

On some occasions, the term micro-fame is used to refer to all forms of fame on social media, or certain terms are often used interchangeably (micro-celebrity, instafamous, internet famous, or influencer are some of these terms). Moreover, the same terms are sometimes used for fame-seekers who have not achieved any status of recognition and might not be able to monetize ever or even for those who have just attracted attention inadvertently for a very short period. [11]. We must consider both the logic of social media and celebrity culture to comprehend the qualities of a social media celebrity. The rules, mechanisms, and economics that drive the dynamic of culture creation and consumption are known as cultural logic. When we compare social media celebrities to traditional entertainers, we can draw certain conclusions from online renown.

However, most of the audience who heard the confession of celebrities showed a longing sense of belonging what they promised every day is a pure community, a lonely community, and an alliance of lovers. The audience believes that the news of childhood misfortune, depression, and marriage breakdown means feeling lonely in a large community. They believe that only struggle can make them a community.

These micro-famous individuals are comparable to traditional media celebrities, such as singers, sportsmen, and actresses, in that they use the same social media platforms regardless of the number of followers.

User and Gratification Theory

The idea of uses and gratifications theory, which has its roots in the communications literature, may be used to help build better scales and assessment tools

for social media marketers. According to the uses and gratifications theory, people seek out media that satisfy their desires and lead to ultimate fulfillment. Because of its roots in the communications literature, uses and gratifications theory applies to social media. Social media is a communication tool that allows users to communicate with hundreds, if not billions, of people all over the world. The primary concept of the uses and gratifications theory is that individuals would seek out media that fulfills their wants and leads to ultimate gratifications among rivals. When it comes to user behavior and motivation, the U&G theory has been the most frequent method, explaining “why” specific media activity happens. Users are considered as goal-oriented, having rationales for their usage (and non-use) of various media. Males, on the other hand, choose to utilize media to alleviate their loneliness.

METHODOLOGY

In this study, the researcher tries to investigate the impact and the influence the TikTok usage among teenagers and it requires purposeful describing, explaining, and interpreting of data that was collected. Therefore, the researcher chose a qualitative approach. The researcher uses content analysis of parents’ comments and feedback on TikTok and its effect on children as the primary data.

FINDINGS AND DISCUSSION

The overall findings and discussion will illustrate the impact of TikTok usage on influencing teenagers into Micro-fame. In this study, the data will be collected from parents’ feedback about the TikTok application that could lead to micro-fame among teenagers. **TABLE 1** below lays out the categories and themes derived from the findings of the data gathered by this study.

Categories	Sub - categories
Inappropriate Content	<ul style="list-style-type: none"> ● Promoting nudity ● Explicit language ● Pornography
Privacy and Safety	<ul style="list-style-type: none"> ● Sexual predator ● Privacy setting
Mental Health	<ul style="list-style-type: none"> ● Depressed ● Cyber bullying

Micro-fame	<ul style="list-style-type: none"> ● Self-confidence ● Explore talent
------------	---

Table 1: Thematic Analysis of Parents’ and Users Feedback on TikTok App-store

Inappropriate Content

Theme 1: Promoting nudity

Promoting nudity is the most important factor highlighted by the parents’ feedback. The parents have mentioned that TikTok usage could lead to inappropriate content in the context of promoting nudity. For example:

“A lot of nudity in this app especially when they promoting and showing off their nudes without any doubt”.

To conclude, the researcher believes that many users’ in TikTok are mostly adults but their actions and video content could influence and give an impact to teenagers.

Theme 2: Explicit Lyrics

The explicit lyrics are also highlighted by the parents’ feedback. For example:

“inappropriate songs and lyrics”.

To conclude, the researcher believes that many users’ recording has included explicit lyrics in their song to attract their audience especially teenagers who do not know the actual lyrics in any songs played on TikTok. part to gather more views, likes and also to gain more followers from the pornography content.

Theme 3: Pornography

The pornography content is one of the concerns highlighted in the parents’ feedback. For example:

“Pornography exists”

To conclude, the researcher believes that many users create video content with elements of pornography

Privacy and Safety

Theme 1: Sexual Predator

The sexual predator in TikTok is also one of the themes identified by the parents. For example:

“There are many child predators.”

The researcher also agreed that in the TikTok application there are too many mature people taking advantage of on teenagers by stalking and leaving inappropriate comments.

Theme 2: Privacy settings

Since this application is still new, they already have low privacy settings that could be alarming to teenagers. This point is also mentioned by the parents' feedback. For example:

“This application has poor privacy setting”

The researcher believes that this application could be the first application that provides holistic safety privacy if the developers always take note of the users that used the application.

Mental Health

Theme 1: Depressed

To depict the possibly adverse consequence of social media on teenagers, the expression "TikTok depressed" has been instituted. It portrays the burdensome side effects that can emerge when teenagers invest inordinate energy via social media. Here is the parents' feedback. For example:

“many teenagers become depressed”

To conclude, the researcher believes that this application gives huge impact towards teenagers nowadays that lead to depression. TikTok users; when they feel their content are less genuinely fulfilling; will leave them feeling socially segregated

Theme 2: Cyberbullying

Cyberbullying is characterized as sending, posting, or sharing pessimistic, hurtful, bogus, or offensive substance about someone else. It can incorporate unveiling individual or private data about someone else, which causes shame or embarrassment. A few types of cyberbullying are unlawful or criminal in nature. One of the parents' feedback on this theme states:

“my son is a victim of cyberbullying in TikTok”

The researcher believes that at the point when teenagers interact with their friends face to face, they

adjust to an alternate arrangement of normal practices than when they collaborate with their friends on TikTok. They are seen to be more assertive on social media given their obscurity and capacity to keep away from responding to hate comments. Moreover, because cyberbullies do not see the immediate outcomes of their activities, they might feel less regret or compassion while taking part in these practices.

Micro-fame

Theme 1: Self-confidence

One advantage of TikTok users is it helps teenagers to be confident in front of people, especially strangers. Here is the users' feedback:

“It was a good platform for me because I wasn't particularly talented. I made a video and posted it on the app, which received about ten likes. As a result, I now have 41.7K followers”.

To conclude, the researcher believes that TikTok allows teenagers to communicate and interact with people from everywhere in the world. It also allows them to receive gifts and coins from their followers.

Theme 2: Explore talents

TikTok has likewise advanced into an amazing stage to explore talent, particularly for teenagers who do not have common approach assets to advance themselves and their specialty/work. Social media, especially TikTok, can be an exceptionally successful stage for exploring talents. Here is the users' feedback:

“I've gotten a ton of positive criticism on my videos, with people calling it brilliant, great acting, and empowering me to continue onward on explore talents”.

To conclude, the researcher believes that these features have made it easier and safer for people to make videos on TikTok and explore the talents that could give income by creating videos.

CONCLUSION

This platform likewise takes care of the users' inclinations to a limit, which habitually prompts the abuse of its highlights and the vulgarization of the substance. Some substances disturb the existences of

conventional humans in the public arena, just as an absence of viable and exact worth direction. The substance has all the earmarks of being normalized, and some of it contains violations. The users and gratification theory is effectively approved by the user-centric theory. On the off chance that it is exclusively founded on "fulfillment," with no "direction," the whole concept should be able to sustain.

For instance, in India, TikTok has been a significant wellspring of concern, prompting the application's boycott because of improper substance and sexual entertainment. More advances ought to be taken to shield users' privacy and computerized security from misapplication. It ought to likewise permit clients to report content that is hostile or abuses local area rules. This study would likewise help parents in perceiving the adverse consequence image-focused applications have on children, just as illuminate teenagers to be more careful when utilizing the application. In light of the data assembled, it was found that there were likenesses between the issues raised by parents and the criticism given by users.

Hence, both parents and users are known as a micro-fame guarantee that the application contains profanity and unseemly remarks, with clients asserting that young ladies are bound to get modest and typifying remarks. As far as security settings, in most cases, the application is very protected, with new laws being executed adhering to the application's boycott in India. Minors ought to stay away from it because of its exceptionally intriguing and revolting substance.

Last but not least, people can use social media platforms to build a profile in which they may seem as they like and speak as they choose. As a result, this profile becomes their sanitized and idealized avatar. It is possible to propose that similar synthetic content is present on social media that enable millions of users to engage in the same activity or engage in using content that is congruent to their everyday reality.

REFERENCES

- [1] Meola, A. (2020, February 13). *Business Insider*. Retrieved from <https://www.businessinsider.com/tiktok-marketing-trends-predictions-2020>.
- [2] Xiao, Y. (2018) Study on the marketing strategy of TikTok application *News Study Press*, 18(02), 43-47.
- [3] Qi, Z. (2018). Mobile short video innovation, proliferation, and challenges. Shanghai, China: Shanghai Education.
- [4] Sehl, K. (2020, March 2). "Hootsuite". Retrieved from <https://blog.hootsuite.com/what-is-TikTok/>.
- [5] Ling, C. (2018). Study on the communication dependence of TikTok. *The Malaysia News*.
- [6] Wang, R. (2019). Content analysis based on user comments in music class application social functions. *Higher Education Press*, 2 (23), 78-85
- [7] Xiao Yu, j. (2019). Research on TikTok App based on User-Centric Theory. *Applied Science and Innovative Research*.
- [8] Wan, Y. (2017). The popularity of short video apps in the new media era-take short video for example. *People's Daily Press*, 17 (05), 60-105.
- [9] Robert., W. (2018, December 21). *TikTok ties AR content sharing to charitable giving in a celebrity-filled campaign*. Retrieved from <https://www.mobilemarketer.com/news/tiktok-ties-ar-content-sharing-to-charitable-giving-in-celebrity-filled-cam/544921>
- [10] Times, T. E. (2019, April 5). *All about TikTok*. Retrieved from The Chinese App in the eye of a storm in India : <https://economictimes.indiatimes.com/tech/software/all-about-tiktok-the-Chinese-app-in-the-eye-of-a-storm-in-India/articleshow/68739941.cms>
- [11] Ruiz Gomez, A. (2019). Digital Fame and Fortune in the age of Social Media. *A Classification of social media influencers*.